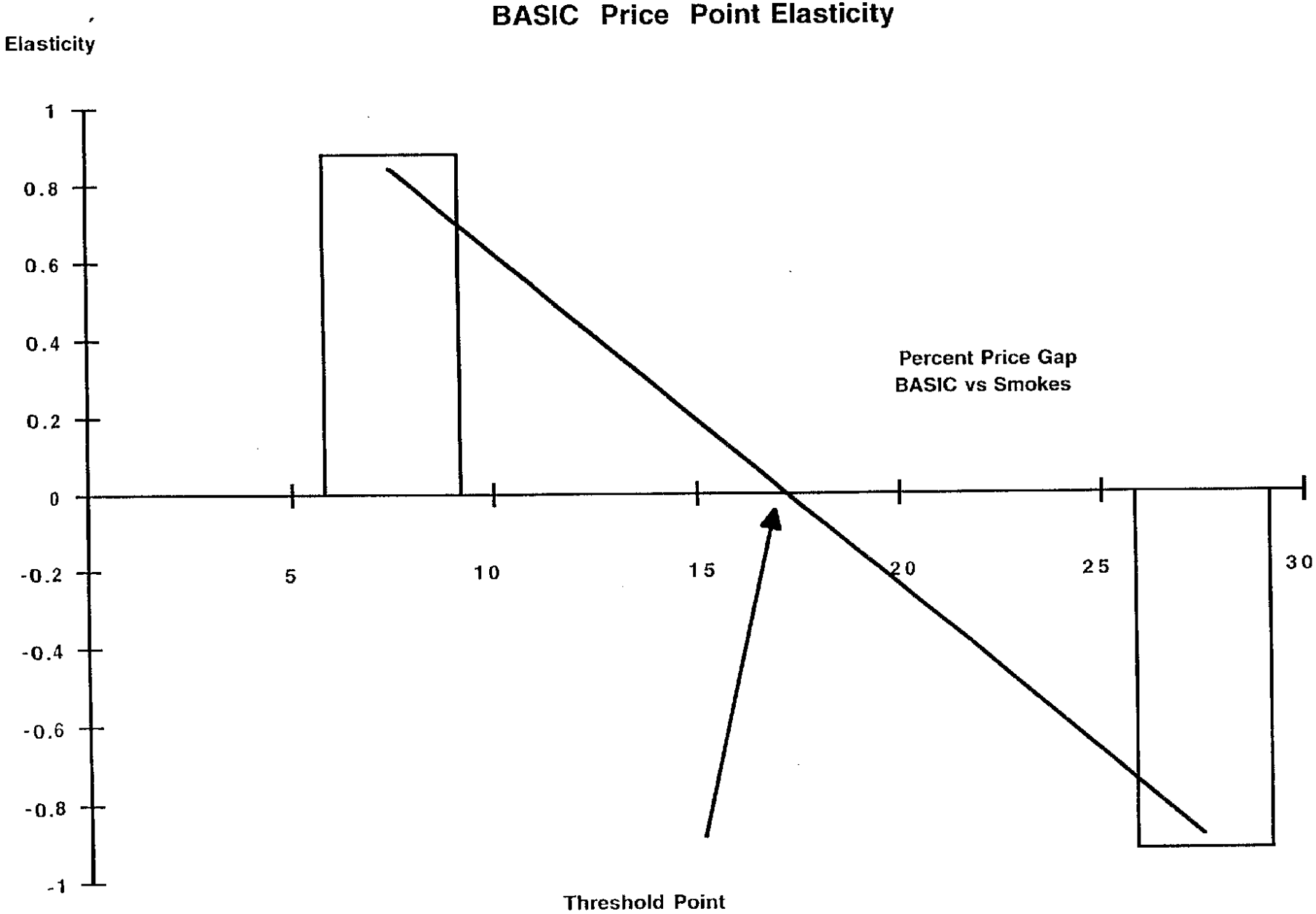
BASIC Price Point Elasticity



Source: https://www.industrydocuments.ucsf.edu/docs/ynvk0004